

# Design Guidelines

## MODIFIED CENTRAL BUSINESS DISTRICT CORE OVERLAY DISTRICT

### II.A. Objective & Definition

#### II.A.1. Development Standards Definition:

- (a) The primary objective of these Design Guidelines and the review process through which they are administered is to achieve design excellence and a vibrant, attractive, and human-scaled Downtown Entertainment District.
- (b) As downtown's Entertainment District the standard for design is high in order to achieve the following: "The purpose of these regulations is to expand entertainment opportunities in the pedestrian-focused commercial and service node of downtown, allowing for more destination venues". Section 410.845. Purpose Statement. [Ord. No. 6596, 5-28-2019]
- (c) To this end, project designs should contribute to a distinctive district character and identity while providing a positive human-scaled pedestrian-oriented experience and encouraging architectural contextuality, creativity and diversity.

#### II.A.2. Development Standards Sections:

- (a) The Modified Central Business District Core Overlay District Guidelines are comprised of the following sections:
  - (i) Design Excellence Principles
  - (ii) District Guidelines
  - (iii) Architectural Guidelines
  - (iv) Building Elements & Materials
  - (v) Landscape Guidelines
  - (vi) Public Art & Place-Making

### II.B. Applicability

#### II.B.1. District Boundary Description:

- (a) The Modified Central Business Core Overlay District Boundaries are as follows:
  - (i) Beginning at the intersection of the north property line of 8049 Forsyth Blvd. and the centerline of N. Brentwood Blvd.
  - (ii) Centerline of N. Brentwood Blvd., northerly to the centerline of Maryland Ave.

- (iii) Centerline of Maryland Ave., easterly to the east property lines of 7750 Maryland Ave and 10 N. Bemiston Ave. East property line of 10 N. Bemiston Ave., southerly to the east property line of 7740 Forsyth Boulevard. East property line of 7740 Forsyth Boulevard, southerly to the south property lines of 7740 Forsyth Boulevard and 12 S. Bemiston Ave.
  - (iv) South property line of 12 S. Bemiston Ave., westerly to the centerline of S. Bemiston Ave.
  - (v) Centerline of S. Bemiston Ave., southerly to the centerline of Carondelet Ave.
  - (vi) Centerline of Carondelet Ave., westerly to the centerline of S. Central Ave.
  - (vii) Centerline of S. Central Ave., northerly to the centerline of Forsyth Blvd.
  - (viii) Centerline of Forsyth Blvd., westerly to the centerline of N. Brentwood Blvd.
- (b) Refer to Figure 1 District Boundary for an illustration of the District Boundary.

**FIGURE 1: District Boundary**



## **I.B.2. Application of the Design Guidelines:**

- (a) Development Standards shall apply to all parcels within the District Boundary
- (b) Development Standards shall apply to all development, subject to the following requirements:
  - (i) All new development on parcels following the demolition of an existing building.
  - (ii) Alterations to existing buildings, subject to the following requirements:
    - (A) The Alteration comprises 51% or more of the building's existing floor area.
    - (B) The Alteration comprises an addition of 51% or more of the building's existing floor area.
- (c) Exemptions
  - (i) Accessory buildings located behind the primary building on the site, which are one (1) story or less and 150 square feet or less are exempt from the Development Standards.
  - (ii) Alterations and improvements that do not meet the requirements specified in I.B.2.(b) are exempt from the Development Standards.

## **II.C. Design Excellence Principles**

The following guiding principles provide a foundation for the design guidelines. Each project should be consistent with these guiding principles.

### **II.C.1. Human-Scaled Buildings**

#### **II.C.1.1. Human-Scaled Buildings**

People relate best to a building when it includes elements that are at a scale they can easily perceive & experience. Designing a building to convey human scale is critical to creating an appealing public realm. Each building should express a human scale through the organization, scaling, and composition of its architectural elements. Buildings do not need to be “small” to express human scale; a building can accomplish human scale by providing articulation, detail and design elements that break larger-scale masses into smaller visual proportions.

#### **II.C.1.2. Public Realm Activation**

The Entertainment District should create a vibrant walkable and sittable destination environment comprised of smaller scale retail. Each project should contribute to the public realm by enhancing pedestrian interest and comfort. Buildings should connect visually and physically to public streets and the sidewalk zone. This is particularly important at the ground level through the third to fifth floor levels.

#### **II.C.1.3. Visually Interesting & Flexible Streets**

### **DEVELOPMENT STANDARDS – DRAFT**

The Entertainment District is a significant venue for key community events in the downtown. Each street should be design to accommodate multiple events and all modes of transportation, particularly the pedestrian and bicycle. This is especially important for Central and Forsyth Avenues. As such, the buildings in this district must contribute to the both the ambience at these events and not be serviced from these key streets.

#### **II.C.1.4. Connected Pedestrian Sidewalk Zones**

The site layouts and buildings should maximize connectivity with a direct and legible pedestrian sidewalk system with outdoor dining space and public amenities on interfering with pedestrian accessibility. Interruptions to public sidewalks and vehicle-pedestrian conflicts must be avoided. Clear and direct connections between a development site and public areas are important.

#### **II.C.1.5. Design for District Identity & Character**

This area has been and should continue to be the “the social heart of the city” with each building creating a distinct and memorable mixed-use downtown destination. To this end, particular attention must be given to the texture, articulation, and materials of the base of the building as well as to the skyline of the building to avoid flat-top buildings and large monolithic facades. Great opportunity existing for street corners to be important gateways into the district and locations of landmark buildings.

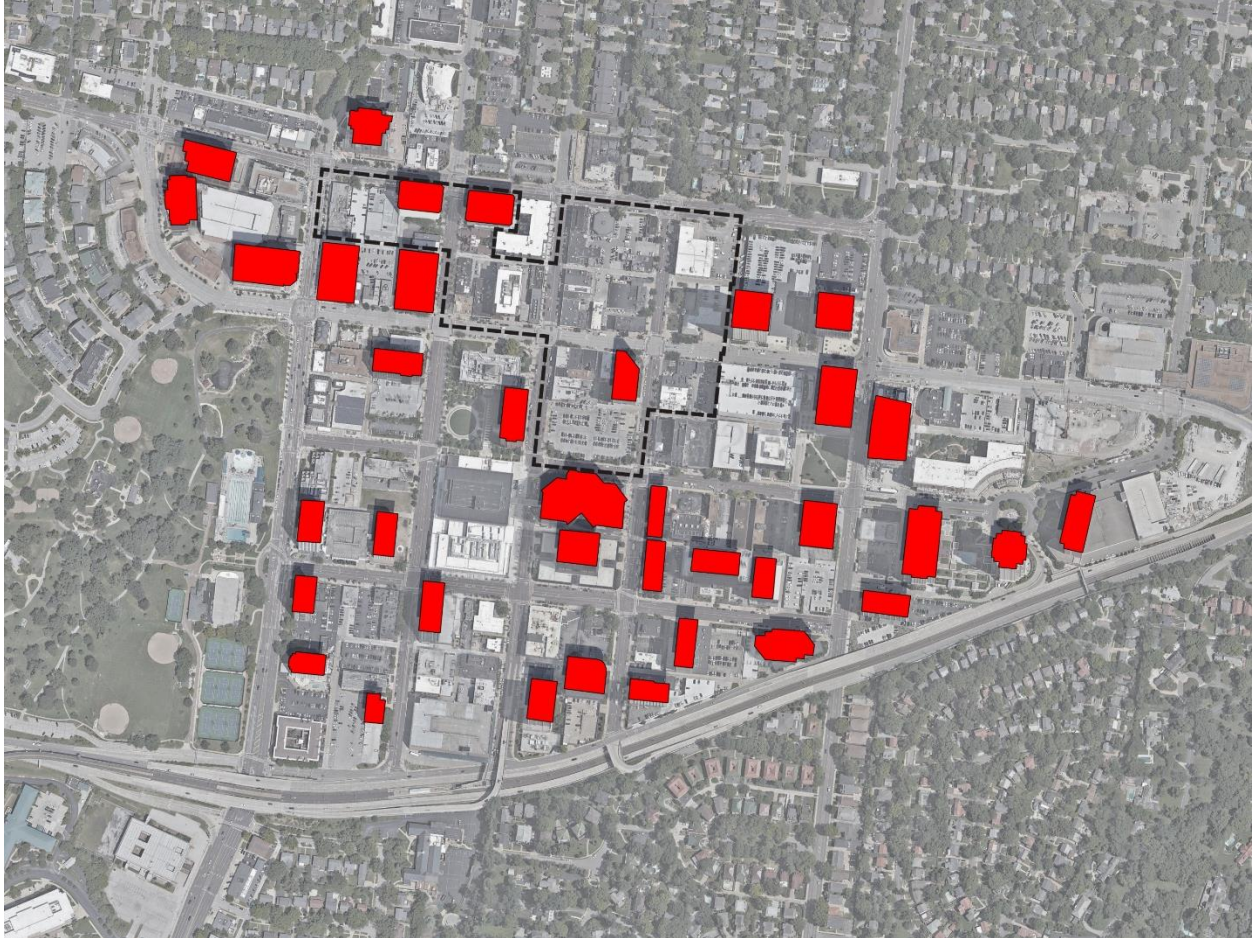
#### **II.C.1.6. Architectural Distinction & Compatibility**

This overlay district has a rich and eclectic mix of architectural traditions that embody the historical character of downtown Clayton. Although the district does not have a unified architectural expression, it possesses a distinctive ambience and the buildings that are highly valued contribute to this ambience through their materials, scale and massing, organization of functions and other features. New infill development should respect this small scale, eclectic design quality by drawing on these qualities. This includes using direct, simple, and honest expression of architectural function and spatial layout; and high-quality durable building materials and construction methods.

## II.D. District Guidelines

### II.D.1. Skyline, Views, and Vistas

**FIGURE 1: Existing Tower Locations**







### **II.D.1.1. Intent**

New development in downtown Clayton has been increasing in height and of the base, tower, and top model to accommodate market demand and projected future growth. Collectively, buildings at taller heights can be an imposing presence on the public realm and adjacent residential neighborhoods therefore the taller buildings need to be strategically placed, designed, and identified.

This newer tower type development has contributed to creating downtown's regional identity. Consideration should be given to the collective image and the identity of this Entertainment District within the downtown while at the same time respecting the need to “step-down” the building height to the neighborhood scale.

### **II.D.1.2. Guidelines**

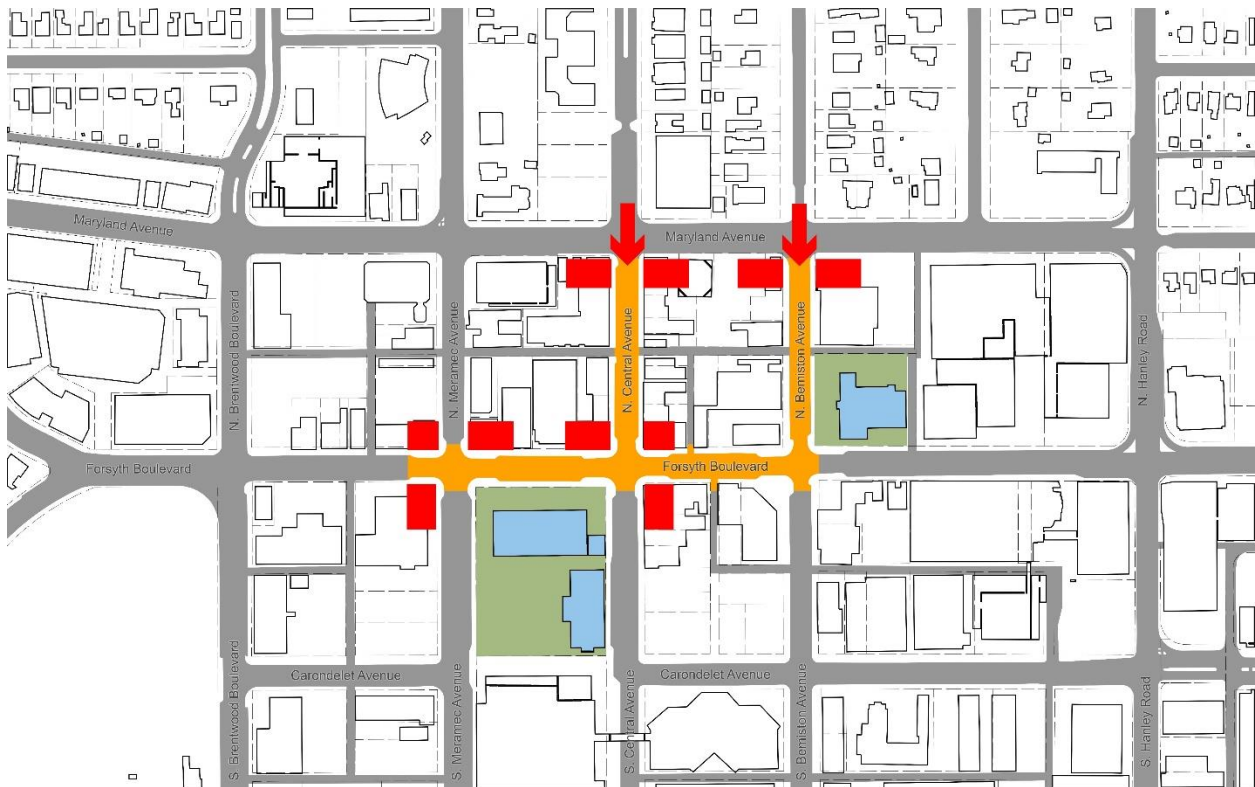
- (a) Use the overall form of individual buildings and architectural features to create a varied and textured skyline and signature views and vistas from the street level, public spaces, and adjacent residential areas.

(b) To the extent possible, limit the number of “flat top” buildings and the simple “extrusion” expression of the maximum building mass based on the Development Standards. The larger footprint of the building the more important that the building creates utilizes one or more of the following strategies:

- (i) Vary tower placement, orientation, heights, and size within a large development which has with several towers or an infill development between multiple towers to increase the skyline texture, create views and vistas from the street level. And create vista's and limit the shadows on the public realm.
- (ii) Use unique geometry that adds visual interest and helps to reduce the perceived bulk of a building's upper floors. Angled and curved facades allow a building to be viewed dynamically from different vantage points and can enhance privacy between towers.
- (iii) Modulate and articulate facades to break up large facades and reduce perceived building bulk include shifts in massing to allow for upper floor terraces, green roofs, and balconies; changes in facade planes; and varied fins, frames, and mullions to add depth to glass facades.
- (iv) Articulate tower rooftop to contribute to the skyline and adding visual interest. Tower tops should be carefully considered on prominent sites, block corner lots and locations adjacent to major public open spaces and those that terminate views.
- (v) Night lighting has the potential to create both an ambiance at the street level and an identity from afar.

## II.D.2. Gateways and Entrances

**FIGURE 2: District Gateway Locations**



### II.D.2.1. Intent

The gateways and entrances to the District needs to be celebrated with landmark buildings that utilize architectural features to provide legibility and identity on the corners.

### II.D.2.2. Guidelines

- (a) Corner Building sites can serve as gateways or focal points in the district and require careful detailing at the first three to five floors and the skyline due to their high visibility from two or more streets and long distances.
- (b) Provide a strong urban edge to both faces of the block but require the articulation of the corner with an articulated corner such as chambered, recessed or tower corners.
- (c) Consider using a corner to provide extra space for pedestrians and a generous entry to the building.
- (d) Integrate the streetscape & place-making elements into the design of the corner and street intersection.



## II.D.3. Sidewalk Activation



### II.D.3.1. Intent

To encourage active vibrant retail and entertainment streets by providing ground-floor and base design elements that engage with the public realm and sidewalk environment to create a human-scaled, walkable and sittable area, and an interesting, comfortable, and varied space for socialization.

### II.D.3.2. Guidelines

- (a) Retail thrives in well designed & managed streetscapes and public spaces. The public realm should help create a unified image and defined visual structure for the retail and entertainment area and for an inviting and comfortable pedestrian environment. Elements of the public realm must be complementary uses to the retail and entertainment uses and not competing or distracting uses.
- (b) Ideal sidewalk width in pedestrian-oriented urban retail districts is 16 to 20 feet.
- (c) Adding to public life: Seek opportunities to foster human interaction through an increase in the size and/or quality of project-related open space available for public life. Consider

features such as widened sidewalks, recessed entries, curb bulbs, courtyards, plazas, or through-block connections, along with place-making elements such as trees, landscape, art, or other amenities (see place-making).

(d) Adding to retail spill-over: Seek opportunities for retail goods to be displayed on the sidewalk.

(e) Connect on-site pedestrian walkways with existing public and private pedestrian infrastructure, thereby supporting pedestrian connections within & outside the project. Consider the design of service alley to be integral to the ped. system.

(f) Provide ample space for pedestrian flow and circulation, particularly in areas where there is already heavy pedestrian traffic or where the project is expected to add or attract pedestrians to the area. Ensure full universal accessibility.

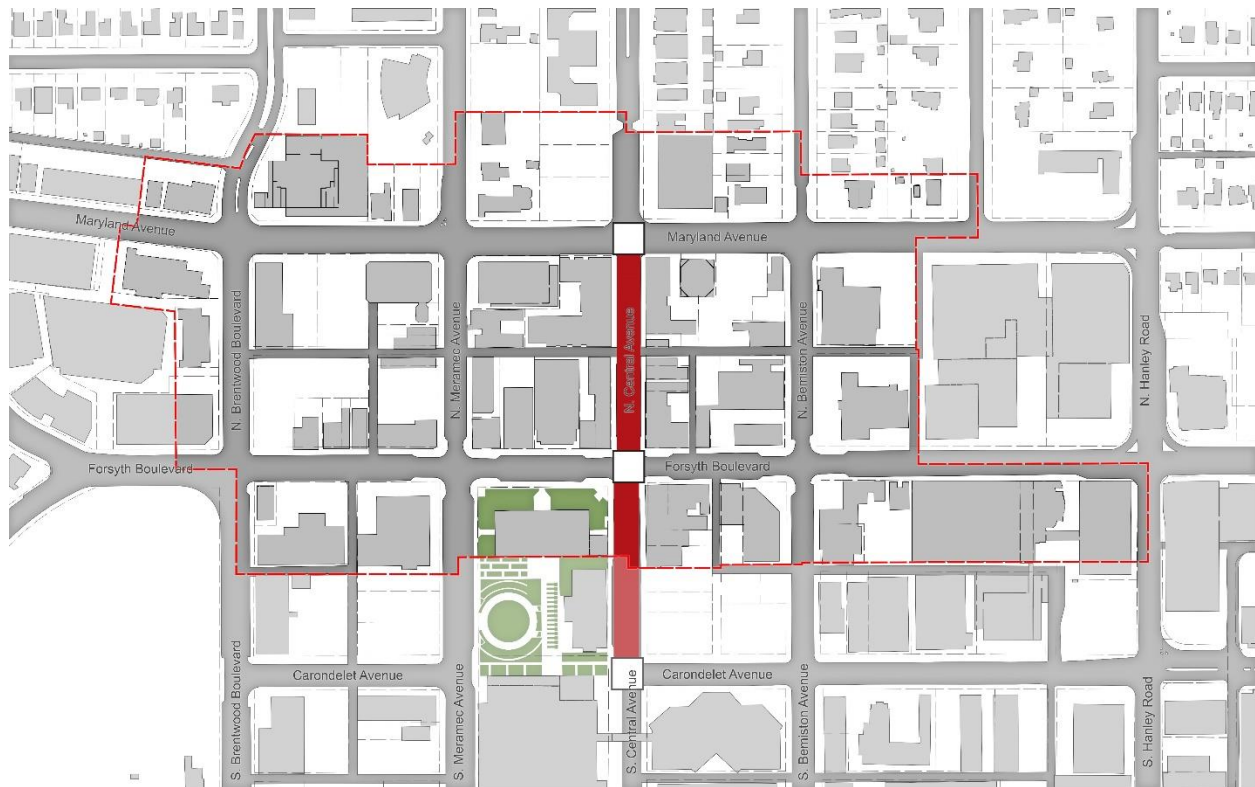
(g) Provide frequent entries, transparency, and operable walls where possible to encourage visual and physical connections between the ground floor and the public sidewalk. Avoid long blank walls along the sidewalk.

(h) Orient private balconies and terraces toward the street to encourage an interface between the private and public realms and to create eyes on the street.

(i) Include elements such as textured materials, awnings, plantings, signage, and seating to create a visually engaging and inviting building edge to frame the sidewalk and create stopping points to relax, gather and socialize.

## II.D.4. Street and Sidewalk Design

**FIGURE 3: Central Avenue Entertainment District**



### II.D.4.1. Intent

Central Avenue should be designed as a unique Special Events / Entertainment street.

### II.D.4.2. Guidelines

- (a) Design sidewalk and street pavement as an integrated plaza and special events venue with sufficient infrastructure to support the variety of anticipated events.
- (b) Maximize sidewalk width for priority on outdoor dining / entertainment & public amenities and art
- (c) Maximize street corner design with bump-outs and opportunities for place-making and public areas
- (d) Design for traffic calming, slow speeds & shared uses
- (e) Provide operationally flexible public parking with for shared service/taxi drop-off areas and micro-mobility.
- (f) No parking garage exits permitted
- (g) Require ground floor uses to be primary small-scale retail and/or restaurants and entertainment uses with a high degree of transparency and numerous venues



- (h) Require high-degree of building façade articulation.

## II.D.5. Temporary Uses and Events



### II.D.5.1. Intent

Utilize the public realm for temporary uses and events to maintain an active environment and draw people to the area. Provide flexibility for temporary events such as pop-up events and public gatherings.

### II.D.5.2. Guidelines

- (a) Temporary closure of local streets to enlarge the public realm and provide expanded space for short-term public gathering and events. Maintain good vehicular circulation around the closed off area.
- (b) Design shared streets to be partially or temporarily closed to vehicular traffic (at various intervals) to serve as linear plazas or markets and other community events.
- (c) Activate the parking lane by allowing short-term pop-up parklets/seating. Allow retail and food trucks to further diversify offerings in the area or compliment current businesses.

- (d) Provide the necessary infrastructure design for these uses.

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## II.E. Architectural Guidelines

### II.E.1. Compatibility



#### II.E.1.1. Intent

Most new projects will be infill development, therefore design should respect the existing character and scale of the adjacent development and overall character of the street

#### II.E.1.2. Guidelines

- (a) Maintain the character of small-scale retail streets by creating ground-floor retail with awnings, signage and bays that reflect the dimensions and design of adjacent existing stores. Step back upper floors to continue the pedestrian experience along the sidewalk of a low to mid-rise building.
- (b) Require a sunlight impact study for all new development detailing impact on public spaces. Ensure minimal negative impact on active sidewalks.
- (c) Provide transitions to adjacent buildings & sensitive edge conditions by including elements such as: stepped-down building heights; a varied massing to break down larger scaled

buildings and the use of fine-grain building articulation, such as variations in wall planes, colors, materials, and textures.

## II.E.2. Roof and Step Back Use



### II.E.2.1. Intent

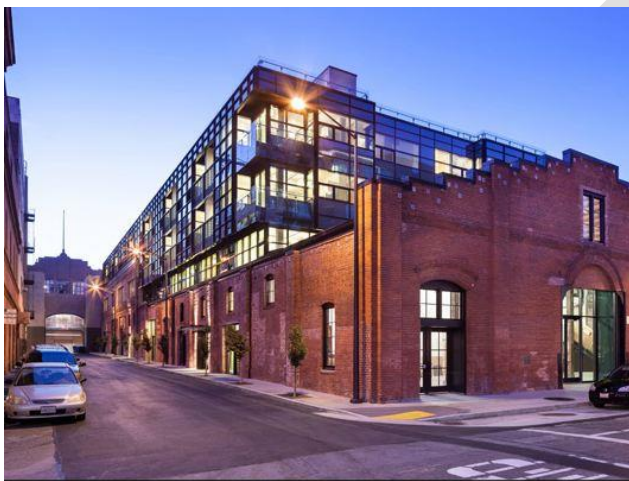
To encourage active uses of roof and set-back areas or, at a minimum, green roofs.

### II.E.2.2. Guidelines

- (a) Use of Roofs and building set-back are encouraged as active roof terraces.
- (b) The roof terrace must be setback a minimum of 6' from the front façade of the building if the design is not architecturally integrated with the façade.
- (c) Open railing systems (or fencing) must not be visible from the street, as viewed from standing height at the sidewalk across the street.
- (d) As part of the submittal for design review, a diagram may be requested to indicate the site line from the sidewalk across the street to the roof terrace.



## II.E.3. Retrofitting of Existing Buildings



### II.E.3.1. Intent

There are many buildings that are unlikely to be redeveloped for many decades, but that are in need of retrofits to change the building use, add additional floors to accommodate expansion or provide a face-lift to attract new tenants. Retrofits of existing buildings are encouraged because they maintain the existing scale and character of established districts while breathing new life into older building stock.

### II.E.3.2. Guidelines

- (a) Integrate elements such as new materials, transparency, color, and enhanced landscapes in retrofits of large buildings with imposing massing and bulk. These elements create human-scaled details that can add visual interest and provide a more inviting pedestrian environment.
- (b) Consider ground-floor retrofits with liner retail or other active uses for existing buildings and parking structures with a poor relationship to the sidewalk.

- (c) Retrofitted buildings that add additional floors should not be required to step-back floors one (1) through five (5) if infeasible due to existing structural design.

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## **II.F. Building Elements & Materials**

### **II.F.1. Building Elements**

#### **II.E.1.1. Intent**

To maintain a human scaled architecture building elements and design should contribute to place-making for an urban walkable retail and entertainment district with appropriate scale and massing.

#### **II.E.1.2. Guidelines**

- (a) Ground floor windows and doors: Ground floor façade facing a public street shall be made of transparent materials, meaning glass, or other similar materials that possess a minimum 60% transmittance factor and a reflectance factor not greater than 0.25, or otherwise designed to allow pedestrians to view activities inside the buildings.
- (b) Upper floor windows and doors: Upper floors should incorporate traditional vertically proportioned window openings with less window glazing and transparency than the lower floors.
- (c) Balconies are encouraged on street facades, but not required. A max of 40% of frontage facades may be covered with balconies. False balconies are prohibited and balcony support structures must be integrated with building façade. Balconies may encroach into the R.O.W.
- (d) Canopies, awnings & light shelves may encroach into the R.O.W. Shall provide at least 8ft of clearance over any walkway. Materials shall be canvas or metal and frames shall be wall mounted (support poles prohibited\*). Extendable awnings are possible. Multiple awnings on facades types and colors shall be coordinated.





(e) Building signage should be an integral part of the overall building design. Signs should not obscure important architectural details. Principal sign types appropriate for the district include:

- (i) wall signs – positioned within architectural features and align with others on a block to maintain established patterns;
- (ii) projecting signs – positioned along the first-floor level of the façade and may take on their own special shape or create their own symbol within the overall façade design; and
- (iii) awning signs – positioned to emphasize special shapes or details of the façade, to draw attention to the shop entrances or to emphasize a display window. Internally lit signs are discouraged. Where there is sufficient ambient light avoid signage lighting. Illuminated wayfinding signage is appropriate (i.e., structured parking entrances).





- (f) Building equipment needs to be located to minimize visual impact. Mechanical equipment should be located within the building when possible. Rooftop equipment should be incorporated into roof design and set back from frontage façade to limit visibility. All building equipment should be screened from view from any public vista. Mechanical appurtenances shall not be located on primary facades.
- (g) Loading docks shall be located in and accessed from service alley.
- (h) Trash collection shall be accessed from service alley.
- (i) Screens and screening should be used to hide from public view elements that negatively impact and detract from the design of a building. The form, material and color of the screening shall be consistent with the building design, colors, and materials. Screening should not increase the apparent height of the walls of the building, and the height of any screen should be the minimum appropriate to adequately conceal.



(j) Night lighting on the exterior of the building should be designed for architectural, aesthetic, or decorative purposes. Lighting should be used to create pleasing pedestrian spaces utilizing low lighting levels (i.e., string lighting over an outdoor dining area). Ambient light should come from building façade lighting, storefronts, and signage. Security lighting should be designed for safety, as well as night-time appearance.





## II.F.2. Building Materials



### II.F.1.1. Intent

To provide material standards to ensure use of well-tested, high quality, durable, weather-resistant, exterior grade, preferably natural materials on the majority of finished surfaces. High quality materials can improve quality of buildings in that they weather well, have a low failure rate, require less maintenance, and create buildings with a longer lifecycle and a sense of permanence.

### II.F.1.2. Guidelines

- (a) Limit the number of façade materials to promote simpler, clearly articulated facades. Encourage a high level of detail from smaller scaled, less monolithic materials in order to relate facades to pedestrians, especially as the ground level.
- (b) Material changes should occur at inside corners or be delineated by a specific transitional detail such as a belt course, cap or reveal.
- (c) Major Materials



- (i) Major materials shall make up 80% of each façade (not including window and door areas) with a minimum 60% of each façade being a single major material for a simplicity of surface materials.
- (ii) The following are allowed major materials:
  - (A) stone;
  - (B) brick;
  - (C) wood; and
  - (D) architectural metal panel systems.
- (iii) The following are prohibited major materials:
  - (A) face-sealed EIFS synthetic stucco assemblies and decorative architectural elements;
  - (B) synthetic stucco or elastomeric finishes on stucco;
  - (C) unfinished or untreated wood;
  - (D) glass block;
  - (E) vinyl siding;
  - (F) plastic (including high-density polyethylene, PVC, and polycarbonate); and
  - (G) fiberglass and acrylic panels.
- (iv) The following are limited use major materials (non-visible from main streets):
  - (A) economy bricks;
  - (B) fiber cement board;
  - (C) cement-based stucco; and
  - (D) concrete masonry units.
- (d) Minor Materials:
  - (i) Minor materials shall be limited to trim, details, and other accent area that combine to 25% or less of the total surface of each façade. Note: all allowed major materials may serve as minor materials.
  - (ii) The following are allowed minor materials:
    - (A) fiber cement and wood trim pieces;
    - (B) metal for beams, lintels, trim, exposed structure, and other ornamentation;
    - (C) split-faced, burnished, glazed, or honed concrete masonry units or block cast stone concrete elements;

- (D) vinyl for window trim;
  - (E) glass curtain wall;
  - (F) cement-based (2 or 3 coat) or cement-hybrid stucco for surfaces; and
  - (G) terra cotta or ceramic tiles or panels.
- (iii) The following are prohibited minor materials:
- (A) face-sealed EIFS synthetic stucco assemblies and decorative architectural elements; and
  - (B) elastomeric finishes on stucco.
- (iv) The following are limited use minor materials (allowed as minor surface materials in upper story facades only):
- (A) fiber cement board.

## II.G. Landscape Guidelines

### II.G.1. Green Cover



#### II.E.1.1. Intent

To increase overall sense of human comfort, integration of nature, reduce heat island effect, improve air quality, and improve ecological biodiversity.

#### II.E.1.2. Guidelines

Vertical green walls can be used as a façade treatment, as well as a material for screening. Greenways can soften and bring interest to otherwise blank walls, such as in alleys.

Micro-greening integrates landscape into building design through elements such as planter boxes with climbers, hanging baskets and miniature rain gardens.

Outdoor garden or landscaped courtyard designed for the use of the occupants of the building while providing convenient access to nature, should be integrated into buildings circulation paths.



## II.F.2. Vegetated Roofs



### II.E.2.1. Intent

To reduce heat island effect, decrease the buildings demand for heating and cooling, and provide additional habitat and valuable open space in the district.

### II.E.2.2. Guidelines

- (a) The following types or vegetated (“green”) roofs are permitted:
- (i) Extensive vegetated roof: A lightweight system with shallow soil, have limited species to primarily mosses, succulents, sedums, selective herbs, and a few grasses
  - (ii) Semi-intensive vegetated roof: A deeper soil media layer between 5-7 inches with a weight between 25- 40 lbs. per square foot. Capable of supporting a richer variety of plants, including flowering plants, herbs, grasses, and small shrubs.
  - (iii) Intensive vegetated roof: A roof with a soil media greater than 8 inches. They can support more diverse plant communities, including tall grasses, vegetables, fruit and other trees, and shrubs which allow for greater biodiversity. They are most

often found on commercial buildings, and require a more supportive roof structure. They often include paths, walkways and seating areas allowing for human uses

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## II.H. Public Art & Place-making

### II.H.1. Public Art



#### II.H.1.1. Intent

To encourage the placement of Public Art to create a unique sense of place and identity for the district.

#### II.H.1.2. Guideline

Follow the City policies and procedures for “acquiring, promoting and enhancing public art” as required by the Public Art Advisory Committee and the Public Art Master Plan as revised December 2017

## II.H.2. Creative Place-making



### II.H.2.1. Intent

Creative placemaking is intended to activate public spaces and to engage community members and visitors, and to provide opportunities for short-term improvements that enhance community quality of life.

### II.H.2.2. Guidelines

- (a) Creative placemaking in streets: Active streets can become destinations, enhance foot traffic to local businesses and provide additional outdoor spaces for residents of all ages.
- (b) Creative placemaking in parking lots and underutilized spaces: Portions or all of parking lots can be transformed into pop-up public spaces for interim or seasonal use or on weekends. Adding food trucks, seating, lighting, and color can make parking lots and other underutilized spaces inviting and invigorate districts in the downtown that have less street activity.
- (c) Creative placemaking in existing parks and open spaces such as urban beaches, colorful lighting and hammocks can transform existing parks and privately owned public spaces into vibrant destinations in the downtown.